SEO Growth Planner

Set Realistic SEO Expectations & Track Whether Your SEO Campaign Is Actually Progressing

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Step 1: Set Your SEO Growth Expectations

Select your business type:

Business Type	Typical Time to First Leads/Sales	Typical Time to Consistent Leads/Sales
Local Business	2–4 months	4–8 months
Service Business	3–6 months	6–12 months
B2B Company	4–8 months	8–18 months
Ecommerce Brand	4–9 months	9–18 months
New Website	6–12 months	12–24 months

Your Business Type: _____

Step 2: Set Your SEO Targets

Current Position

Metric	Current

Monthly Organic Clicks	
Monthly Impressions	
Ranking Keywords	
Top 10 Keywords	
Organic Leads	
Organic Sales	
Conversion Rate	

12-Month SEO Goals

Metric	Goal
Monthly Organic Clicks	
Monthly Impressions	
Ranking Keywords	
Top 10 Keywords	
Organic Leads	
Organic Sales	
Revenue from SEO	

Month 1–3: Foundation Phase

What should happen:

Activity	Expected Result
Technical SEO fixes	Better indexing

Keyword research	Target opportunities identified
On-page optimization	Pages become more relevant
Content publishing	Impressions start increasing

Track Progress

Metric	Month 1	Month 2	Month 3
Impressions			
Clicks			
Keywords Ranking			
Leads			

Reality Check

✓ Impressions increased?

✓ More keywords appearing?

✓ Pages getting indexed?

If YES → SEO is progressing normally.

Month 3–6: Early Growth Phase

What should happen:

Expected Outcome
Rankings improve

Organic clicks increase
First leads/sales appear
Commercial pages gain visibility

Track Progress

Metric	Month 4	Month 5	Month 6
Impressions			
Clicks			
Ranking Keywords			
Leads			
Sales			

Reality Check

✓ Organic traffic increasing?

✓ Commercial keywords moving up?

✓ First enquiries coming?

If YES → SEO strategy is working.

Month 6–12: Growth Phase

What should happen:

Expected Outcome
Top 10 rankings increase

Organic traffic becomes consistent
Leads and sales grow regularly
SEO becomes a reliable channel

Track Progress

Metric	Month 6	Month 9	Month 12
Organic Clicks			
Ranking Keywords			
Leads			
Sales			
Revenue			

SEO Warning Signs

If after 6 months:

☐ Impressions haven't increased

☐ Organic clicks are flat

☐ No keyword improvements

☐ No commercial pages ranking

☐ No leads generated

Then investigate:

- Technical SEO
- Keyword targeting
- Content quality
- Internal linking

- Website conversion rate
- Competition level

Monthly SEO Performance Scorecard

Question	Yes	No
Are impressions increasing?	☐	☐
Are clicks increasing?	☐	☐
Are keyword rankings improving?	☐	☐
Are leads increasing?	☐	☐
Are sales increasing?	☐	☐

Score:

4–5 Yes: SEO is progressing well.

2–3 Yes: SEO needs optimization.

0–1 Yes: Your strategy likely needs re-evaluation.

Most businesses don't fail at SEO because SEO doesn't work.

They fail because they stop investing right before SEO starts compounding.

— @maniwill